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APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
10/052,575	01/18/2002	Brent Magouirk	S77.12-0001	7362

7590

05/06/2004

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EXAMINER
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LEWIS, CHERYL RENE A

ART UNIT	PAPER NUMBER
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2177

DATE MAILED: 05/06/2004

Please find below and/or attached an Office communication concerning this application or proceeding.

## Office Action Summary

Application No.

10/052,575

Applicant(s)

MAGUIRK ET AL.

Examiner

Cheryl Lewis

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-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address --

### Period for Reply

A SHORTENED STATUTORY PERIOD FOR REPLY IS SET TO EXPIRE 3 MONTH(S) FROM THE MAILING DATE OF THIS COMMUNICATION.

- Extensions of time may be available under the provisions of 37 CFR 1.136(a). In no event, however, may a reply be timely filed after SIX (6) MONTHS from the mailing date of this communication.
- If the period for reply specified above is less than thirty (30) days, a reply within the statutory minimum of thirty (30) days will be considered timely.
- If NO period for reply is specified above, the maximum statutory period will apply and will expire SIX (6) MONTHS from the mailing date of this communication.
- Failure to reply within the set or extended period for reply will, by statute, cause the application to become ABANDONED (35 U.S.C. § 133). Any reply received by the Office later than three months after the mailing date of this communication, even if timely filed, may reduce any earned patent term adjustment. See 37 CFR 1.704(b).

### Status

- 1) ☒ Responsive to communication(s) filed on 18 January 2002.
- 2a) ☐ This action is **FINAL**. 2b) ☒ This action is non-final.
- 3) ☐ Since this application is in condition for allowance except for formal matters, prosecution as to the merits is closed in accordance with the practice under *Ex parte Quayle*, 1935 C.D. 11, 453 O.G. 213.

### Disposition of Claims

- 4) ☒ Claim(s) 1-21 is/are pending in the application.
- 4a) Of the above claim(s) \_\_\_\_\_ is/are withdrawn from consideration.
- 5) ☐ Claim(s) \_\_\_\_\_ is/are allowed.
- 6) ☒ Claim(s) 1-21 is/are rejected.
- 7) ☐ Claim(s) \_\_\_\_\_ is/are objected to.
- 8) ☐ Claim(s) \_\_\_\_\_ are subject to restriction and/or election requirement.

### Application Papers

- 9) ☐ The specification is objected to by the Examiner.
- 10) ☒ The drawing(s) filed on 29 April 2002 is/are: a) ☒ accepted or b) ☐ objected to by the Examiner.  
Applicant may not request that any objection to the drawing(s) be held in abeyance. See 37 CFR 1.85(a).  
Replacement drawing sheet(s) including the correction is required if the drawing(s) is objected to. See 37 CFR 1.121(d).
- 11) ☐ The oath or declaration is objected to by the Examiner. Note the attached Office Action or form PTO-152.

### Priority under 35 U.S.C. § 119

- 12) ☐ Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).
- a) ☐ All b) ☐ Some \* c) ☐ None of:
- ☐ Certified copies of the priority documents have been received.
  - ☐ Certified copies of the priority documents have been received in Application No. \_\_\_\_\_.
  - ☐ Copies of the certified copies of the priority documents have been received in this National Stage application from the International Bureau (PCT Rule 17.2(a)).

\* See the attached detailed Office action for a list of the certified copies not received.

### Attachment(s)

- ☒ Notice of References Cited (PTO-892)
- ☐ Notice of Draftsperson's Patent Drawing Review (PTO-948)
- ☒ Information Disclosure Statement(s) (PTO-1449 or PTO/SB/08)  
Paper No(s)/Mail Date 6.
- ☐ Interview Summary (PTO-413)  
Paper No(s)/Mail Date. \_\_\_\_\_.
- ☐ Notice of Informal Patent Application (PTO-152)
- ☐ Other: \_\_\_\_\_.

### **DETAILED ACTION**

1. Claims 1-21 are presented for examination.

### **INFORMATION DISCLOSURE STATEMENT**

2. The information disclosure statements filed on June 17, 2002, paper no. 6, complies with the provisions of MPEP § 609. They have been placed in the application file, and the information referred to therein has been considered as to the merits.

### **DRAWINGS**

3. The applicants' drawings filed on April 29, 2002, paper no. 4 have been approved by the draftsman.

### **PRIORITY**

4. Applicant has complied and receives the benefit of priority of an earlier filing date to application 60/263,019 filed January 19, 2001.

### ***Claim Rejections - 35 USC § 102***

5. The following is a quotation of the appropriate paragraphs of 35 U.S.C. 102 that form the basis for the rejections under this section made in this Office action:

A person shall be entitled to a patent unless –

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(e) the invention was described in (1) an application for patent, published under section 122(b), by another filed in the United States before the invention by the applicant for patent or (2) a patent granted on an application for patent by another filed in the United States before the invention by the applicant for patent, except that an international application filed under the treaty defined in section 351(a) shall have the effects for purposes of this subsection of an application filed in the United States only if the international application designated the United States and was published under Article 21(2) of such treaty in the English language.

6. Claims 1-21 are rejected under 35 U.S.C. 102(e) as being anticipated by Johnson et al. (Pat. No. 6,067,525 filed October 30, 1995, hereinafter Johnson).

7. Regarding Claim 1, 17, and 21, Johnson teaches an integrated computerized sales force automation system.

The method and associated system for an integrated computerized sales force automation system as taught or suggested by Johnson includes:

opening a client ticket session to create a client ticket (figure 1, elements 108,120, 122, 124, figure 2 elements 102-112A, col. 4, lines 52-67 '...time with customer component 104. This component is used by the salesperson during the phase of the sales process which occurs from the time a qualified lead is identified to the time a sale is completed and an order is created...', col. 5, lines 31-50 'The order management component 106 assists sales personnel in efficiently managing the critical sales process phase that encompasses the time between the purchase decision and the time the product or service is delivered.', col. 13, lines 7-20 'The customer module 404 is used by the salesperson to facilitate gathering of customer-specific information that is used throughout the sales system, for example, in printed material and on order creation templates.', figure 5, elements 502-510, col. 17, lines 59-67 'The order creation and submittal module 502 is provided as part of the order management component to facilitate create and submission of an order by adding any addition information to a

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proposal or quote...'); supplying the client ticket with information (col. 4, lines 64-67, col. 5, lines 1-12, col. 13, lines 7-23 '...information may include data such as the customer's current units, required performance standards, account type or family, as well as the standard information including names, addresses, phone numbers...', col. 25, lines 16-64 'The configuration data tool 1202 allows data maintenance personnel to create, edit and update the configuration portions of the knowledged database...allowing the user to create and edit the database...'); closing the ticket session after predetermined time (col. 4, lines 52-67 '...time with customer component 104. This component is used by the salesperson during the phase of the sales process which occurs from the time a qualified lead is identified to the time a sale is completed...' col. 20, lines 49-67, col. 21, lines 17-25), and once the client ticket session is closed (col. 10, lines 34-36, col. 12, lines 12-21), precluding further alteration of the client ticket (col. 32, lines 57-67, col. 33, lines 1-4 and 31-47); and display a screen prompting the user to associate the client ticket to a client and a product (col. 12, lines 21-42, col. 16, lines 40-62).

8. Regarding Claim 2, Johnson teaches providing client identification information to associate the client ticket (col. 13, lines 7-23 '...information may include data such as the customer's current units, required performance standards, account type or family, as well as the standard information including names, addresses, phone numbers...' ) with a client and associating an item with the client ticket (col. 17, lines 32-67).

9. Regarding Claim 3, Johnson teaches associating a trade-in item with the client ticket (col. 14, lines 46-67 'The quotation module may also be provided with the ability to

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include trade-in information entered by the user...a separate trade-in module may be provided in the time with customer component 104...').

10. Regarding Claim 4, Johnson teaches searching available inventory for an item desired by the client (col. 12, lines 58-65, col. 18, lines 10-16, col. 25, lines 1-5); identifying the item (col. 16, lines 52-62); and transferring information to the client ticket that pertains to the item (col. 5, lines 24-31, col. 7, lines 27-42).

11. Regarding Claim 5, Johnson teaches creating a deal based on the information recorded in the client ticket (col. 12, lines 13-21, col. 17, lines 38).

12. Regarding Claim 6, Johnson teaches prohibiting a deal based (col. 28, lines 58 and 59).

13. Regarding Claim 7, Johnson teaches utilizing a computer input device to manually provide information as prompted by a computer generated display (col. 8, lines 28-33, col. 10, lines 6-19, col. 11, lines 38-57, col. 12, lines 22-42, col. 25, lines 55-64).

14. Regarding Claim 8, the limitations of this claim has been noted in the rejection above. In addition, Johnson teaches a means to review a client communication of the relevant set of information (col. 12, lines 22-42).

15. Regarding Claim 9, Johnson teaches obtaining a qualified client contact which is characterized by an instance of interaction with a client that can reasonably be construed as a sale opportunity (col. 19, lines 34-46, col. 20, lines 29-43).

16. Regarding Claim 10, Johnson teaches supplying the client ticket with information pertaining to the qualified client contact (col. 19, lines 34-46, col. 20, lines 29-48).

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17. Regarding Claims 11, 16, and 19, Johnson teaches repeating receiving, opening, supplying and closing steps (figures 16 and 17, col. 4, lines 52-67, col. 5, lines 1-12 and 31-50, col. 13, lines 7-23).

18. Regarding Claims 12-15 and 20, the limitations of this claim has been noted in the rejection above. In addition, Johnson teaches storage in a database (col. 8, lines 30-33) and a collection of events (col. 8, lines 30-33).

19. Regarding Claim 18, Johnson teaches obtaining a qualified client contact (col. 19, lines 34-46, col. 20, lines 29-43) which is characterized by an interaction between the automobile sales organization (col. 10, lines 6-20) and the customer that can reasonably be construed as a sale opportunity (col. 7, lines 58-67, col. 8, lines 1-21); opening a client ticket session to create a client ticket (figure 1, elements 108,120, 122, 124, figure 2 elements 102-112A, col. 4, lines 52-67, col. 5, lines 31-50, col. 13, lines 7-20, figure 5, elements 502-510, col. 17, lines 59-67); supplying the client ticket with information (col. 4, lines 64-67, col. 5, lines 1-12, col. 13, lines 7-23, col. 25, lines 16-64); closing the ticket session after predetermined time (col. 4, lines 52-67, col. 20, lines 49-67, col. 21, lines 17-25), and once the client ticket session is closed (col. 10, lines 34-36, col. 12, lines 12-21), precluding further alteration of the client ticket (col. 32, lines 57-67, col. 33, lines 1-4 and 31-47).

## **CONCLUSION**

20. The prior art made of record and not relied upon is considered pertinent to Applicant's disclosure.

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A. Barzilai et al. (U.S. Pat. No. 6,012,045) discloses a computer-based electronic bid auction and sale system, and a system to teach new/non-registered customers how bidding, auction purchasing works;

B. Brockman et al. (U.S. Pat. No. 6,125,356) discloses a portable sales presentation system with selective scripted seller prompts; and

C. Green et al. (U.S. Pat. No. 6,041,310) discloses a method and system for automobile transactions.

#### **NAME OF CONTACT**

21. Any inquiry concerning this communication or earlier communications from the examiner should be directed to Cheryl Lewis whose telephone number is (703) 305-8750. The examiner can normally be reached on 6:30-3:00.

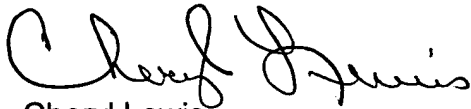
If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, John Breene can be reached on (703) 305-9790. The fax phone number for the organization where this application or proceeding is assigned is (703) 872-9306.

(703) 746-5651 (Use this FAX #, only after approval by Examiner, for "INFORMAL" or "DRAFT" communication. Examiners may request that a formal paper/amendment be faxed directly to them on occasions.).



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Any inquiry of a general nature or relating to the status of this application or proceeding should be directed to the receptionist whose telephone number is (703) 305-3900.



Cheryl Lewis  
Patent Examiner  
April 27, 2004



JOHN BREENE  
SUPERVISORY PATENT EXAMINER  
TECHNOLOGY CENTER 2100